

TREASURY NOTES

SPRING 1995

Office of Missouri State Treasurer Bob Holden

Putting Missouri First



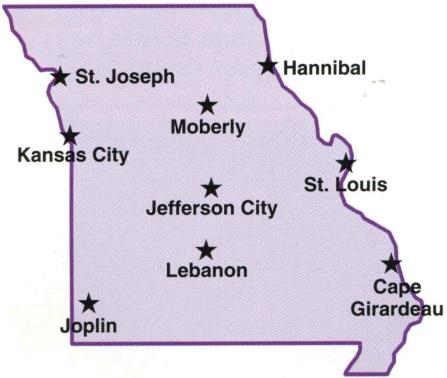
Holden Hosting "Old Fashioned" Town Hall Meetings Reconnecting state government to the people

The top concern was highways in Hannibal and Moberly. Cape Girardeau citizens focused on community-wide welfare reform. Controlled, planned growth was on the top of people's minds in South St. Louis County.

Wherever he goes to meet with citizens, State Treasurer Bob Holden encourages a reconnection with their government.

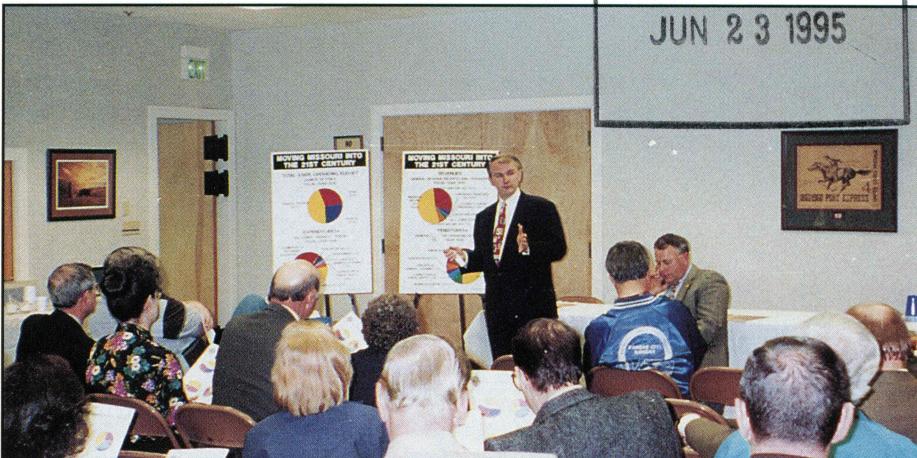
"The purpose of our town hall meetings is to bring government closer to the people by offering them an opportunity to learn how the state receives and spends their tax dollars, and to hear their views about state services and spending priorities," Holden said. "It is time to reconnect state government with its citizens."

So far, Holden has hosted town hall meetings across Missouri, and plans call for holding more over the summer.



"One of our top priorities as office-holders must be to help restore people's trust and confidence in their government by doing a better job of listening to their concerns and needs," Holden says.

To stimulate citizen input and discussion at the meetings, Treasurer Holden outlines the sources of state revenues and spending plans for the next fiscal year, which begins July 1, 1995. The state senator and representatives from the districts in which the meetings are held then



Treasurer Holden explains state spending plans at a town hall meeting in St. Joseph.

briefly touch on some of the major issues being debated in the current session of the General Assembly. The meetings then are thrown open for no-holds-barred, citizen give-and-take.

"The intent of our town hall forum is to allow for as much question-and-answer and audience participation as possible. We are there primarily to listen and provide information in response to citizen concerns," Holden said.

Holden has hosted meetings in Hannibal, Moberly, Cape Girardeau, Kansas City, St. Louis County, Joplin, Lebanon, Jefferson City and St. Joseph. Upcoming meetings are being scheduled for Springfield, Trenton, West Plains and Caruthersville.

"These meetings are an invaluable learning experience for me as a public official. I hope the citizens who participate also are getting some valuable insight into their state government."



State Senator John T. Russell and Representative Beth Long join State Treasurer Holden at a town meeting in Lebanon.



MISSOURI FIRST at work

Nursery operation and MISSOURI FIRST both help state to grow

What began as a grade school lawn mowing job has blossomed into a growing business.

Suburban Lawn & Garden's residential and commercial landscaping and maintenance operation along with its huge wholesale and retail nursery center help businesses and homeowners throughout the Kansas City region grow some of America's finest lawns and gardens. And the treasurer's MISSOURI FIRST program has played an instrumental role in the growth of Suburban Lawn & Garden itself.

Since 1991, Suburban Lawn & Garden has used four MISSOURI FIRST linked deposits totalling more than \$2.8 million to expand and create over 100 new jobs in Missouri. Most recently, the treasurer's office placed \$1.25 million in state funds with Mark Twain Kansas City Bank to help finance an expansion at Suburban Lawn & Garden that will create more than 45 new jobs. By the end of 1995, the firm will have nearly 200 employees.

"We're very proud of the role we've played in the rapid growth of this company, and we're pleased to help it continue to grow and provide jobs for workers in the Kansas City area," said State Treasurer Bob Holden.

K.C. firm adds 60 jobs

A \$2 million MISSOURI FIRST deposit with Mark Twain Kansas City Bank is helping finance an expansion at Phelps Tool and Die Co. that will create 60 new jobs in Kansas City. The firm is using the low-interest loan to purchase machinery and equipment to expand production and assembly of personal computer cabinets.

Pet adds 40 jobs in Hannibal

The addition of a 130,000 square-foot high-tech warehouse that will serve as Pet Incorporated's midwest distribution center will add 40 new jobs at Pet's Hannibal manufacturing complex. The treasurer's office placed \$1 million with Boatmen's National Bank of St. Louis to help finance the expansion.

Pet manufactures Old El Paso Mexican foods, Progresso soups and Heartland

Last year, 63 deposits under the MISSOURI FIRST Program for Job Creation helped create more than 2,300 jobs all across Missouri. (see graph)

Suburban Lawn & Garden began as a lawn mowing operation by company founder and president Bill Stueck while he was still in grade school in the 1950s. By the end of the 60s, it had developed into a multi-service operation that included landscape design, irrigation system engineering and a retail garden center.

In addition to expanding its nursery and landscaping operations, two years ago Suburban Lawn & Garden established a yard waste composting and recycling center where area residents and businesses can dispose of leaves, clippings and other yard wastes that are no longer allowed in

land fills. The center grinds and processes yard and garden wastes into a variety of mulch and compost products for use as soil conditioners and decorative ground cover.



1994 MISSOURI FIRST LOANS

| | Agriculture* and Small Business | Job Creation |
|--------------|---|---------------|
| Deposits | 759 | 63 |
| Loans | 3366 Agriculture 1988 Small Business | 63 |
| Banks | 242 | 37 |
| Counties | 95 | 20 |
| Dollars | 98,917,078.00 Agriculture* 51,940,694.00 Small Business | 43,348,800.00 |
| Jobs Created | | 2357 |

*13 deposits amounting to \$3,883,125 for Beginning Farmers are included in the agriculture and small business column totals.

Top: Suburban Lawn and Garden founder Bill Stueck explains the composting process as Treasurer Holden peers into a giant sifter.

Bottom: Stylemaster Apparel Inc. president Jerry Edelman shows Treasurer Holden how caps are embroidered.

breakfast cereals in Hannibal. The treasurer's office has placed over \$3 million in linked deposits since 1989 to help in financing previous Pet expansions in Hannibal. Pet's Hannibal plant has grown from 75 employees when it opened in 1972 to more than 500 today.

Two Owensville firms expand

A total of \$400,000 in state linked deposits is helping two businesses in Owensville expand and create a total of 22 new jobs. The treasurer's office placed \$300,000 in MISSOURI FIRST funds with United Bank of Union to help Stylemaster Apparel Inc. construct a larger manufacturing facility in Owensville's industrial park. The firm, which manufactures embroidered headwear used by large corporate customers to promote their products and services, will add 12 new employees.



The treasurer's office also placed \$100,000 with First Bank in Gerald to help finance a 6,400 square-foot expansion at the Toolroom Inc. that will create 10 new jobs. The Toolroom is a high-tech manufacturer of steel molds used for injection molding of plastic parts for the automotive, medical and household products industries.



First Ever Statewide Housing Conference

MHDC hosts first statewide housing conference

The first statewide Governor's Conference on Housing held in Columbia in February attracted more than 350 lenders, private developers, not-for-profit housing developers and public officials. The goal of the conference was to help foster public/private partnerships to create and retain affordable housing in the state.

"I hope this first-ever state housing conference marks the beginning of a productive, ongoing dialogue among the many public and private entities that it will take to ensure that Missourians have affordable housing for tomorrow," said State Treasurer Bob Holden, who also serves as chairman of the Missouri Housing Development Commission (MHDC), which hosted the two-day conference. "Our experience in Missouri shows that the best way to meet the needs for affordable housing is through partnerships between government, local neighborhood organizations, local financial institutions and the private development community."

According to a survey by MHDC, there is a critical need for more than 146,000 units of safe, decent affordable housing in the state to meet the existing

needs of Missouri's low and moderate income families. More than 15,000 affordable housing units were destroyed by last year's floods. While the need for affordable housing continues to grow each year, only about 10,000 to 12,000 new or rehabilitated affordable housing units are being created in Missouri each year.

"The failure to create enough affordable housing through new construction or rehabilitation of existing units is causing a spread of neighborhood blight and a diminishing quality of life as more

Missourians are forced to live in substandard housing or do without housing at all," Holden said.

A lack of affordable housing also is creating an impediment to business location and expansion. "In many parts of the state, businesses struggle to attract production workers because they cannot find safe, decent affordable housing," Holden said. "In some communities, businesses that want to expand can't or companies have moved elsewhere because there is no decent housing available for new production workers and their families."



Governor Presents Affordable Housing Awards

Gov. Mel Carnahan presented Governor's Awards for Excellence in Affordable Housing to three recipients for their work in creating affordable housing, in implementing housing related programs, and in helping others solve housing problems. The awards were presented for three categories - government, nonprofit and private sector - during a special ceremony at the first annual Governor's Conference on Housing.

Senator Phillip Curls of Kansas City received the government award for his work as a legislator on behalf of affordable housing. He has been the sponsor of major

pieces of affordable housing legislation, including the Housing Trust Fund, tax credits for housing and homeless assistance, tax increment financing for low income housing, and grants and assistance for the homeless.

The YWCA of Metro St. Louis- Phyllis Wheatly Transitional Housing Program received the nonprofit category award for its innovative housing program for homeless women. The program provides safe, affordable shelter for homeless women 18 years of age or older as well as life counseling and job training. It's one of the first programs of its kind in the nation

to link education with affordable housing.

Jeffrey Smith, president of Jeffrey Smith Development Inc. in Columbia, received the private sector award for his firm's Westchester Village project in St. Joseph. Westchester Village contains 60 apartments for low and moderate income elderly individuals and families. The Missouri Housing Development Commission provided Smith Development Inc. with low-cost financing and tax credits for the project, which is helping replace the many affordable housing units lost during the 1993 floods in the St. Joseph area.

A note from the treasurer

Investing The Public Trust

During the past couple of months, we have all seen what happens when public money is placed in risky investments. Orange County, California lost more than a billion dollars; a state managed fund in Wisconsin lost an estimated \$95 million. Thanks to a conservative investment policy at the state level in Missouri, our principle remained safe, away from risky derivatives. But many smaller jurisdictions in Missouri weren't so lucky. They relied on the "advice" of securities brokers and ended up losing public money. Many of these public investment officials lacked the proper guidance, policies and procedures to make appropriate investment decisions.

When millions of taxpayers' dollars are on the line, we must make certain that our investment decisions are in the best interest of our citizens. Public investment policy must ensure that safety of the principle and the investment's liquidity take precedence over yield. That's why for the first time ever in Missouri, the state treasurer is taking a lead role in beginning a dialogue on proper formation and implementation of investment policies for cities and counties. My office is joining with the Missouri Municipal League, the Missouri Association of Counties and the Missouri Finance Officers and Treasurers Association to host a statewide investment seminar for public investment officials. My staff has put together a group of investment and finance experts to facilitate a frank exchange of concerns and ideas for fiscal officers from cities and counties around the state. It's my hope that through this seminar, we can prevent the loss of public money through risky investments in the future, and provide a framework for future investment officers to learn the risks of the market before they commit public money.



Treasurer Holden talks about responsible investments to the Missouri Association of Counties in Jefferson City.

NAUPA and NAST Conferences Coming Up

August will be an extremely busy month for the Missouri State Treasurer's office. In the beginning of the month, Kansas City is hosting 12 state treasurers and their staff's for the annual midwest regional meeting of the National Association of State Treasurers (NAST). This year the agenda includes sessions on responsible investments, banking services,

media training and crisis communications.

At the end of August, St. Louis will open its doors for the annual meeting of the National Association of Unclaimed Property Administrators (NAUPA). Unclaimed property administrators from all 50 states plus Canada, the Virgin Islands and Puerto Rico are invited to the meeting.

News Briefs

New Faces

Two new members now sit on the statutory review committee set up to oversee the State Treasurer's Missouri First Linked Deposit program. This month the governor appointed Elaine Paxton, a Henry County banker, and Darrell Robertson, a farmer from Barton County, to the Linked Deposit Review Committee. Paxton serves as the chief executive officer of the First National Bank of Clinton. Robertson operates a 2,000-acre dairy and row crop farm near Lamar. The new members will join two legislators and the directors of the departments of agriculture and economic development on the committee. We welcome them both.

Holden Joins Missouri Boys and Girls Town Board

In March Treasurer Holden was asked to join the Board of Directors for Missouri Boys and Girls Town. Holden is a longtime supporter of the three Boys and Girls Town campuses throughout the state which care for approximately 150 children.

Holden is Appointed to NAST Committee

Treasurer Holden's appointment to the legislative committee of the National Association of State Treasurers (NAST) will allow Missouri to take a more active role in the formation and presentation of legislative initiatives to Congress on behalf of state treasurers. The NAST legislative committee represents all state treasurers in matters before Congress that affect their states and treasuries.

Operators Are Standing By

Two thousand calls in two hours!



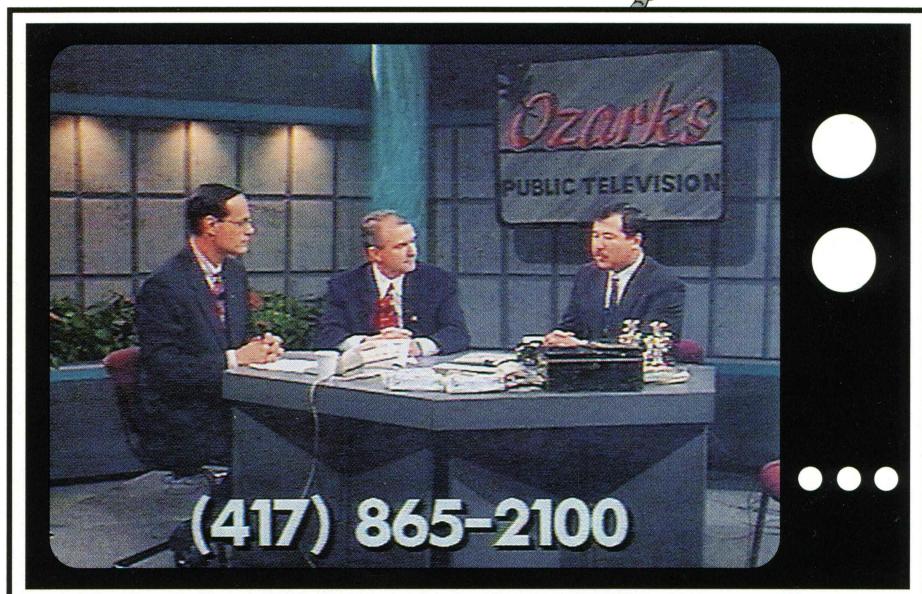
The phones never stopped ringing when public television stations KOZK/KOZJ in southwest Missouri opened up the lines to people who wanted to see if their name was on the unclaimed property list. The special one-hour, live, call-in show used the same basic format as a telethon. A phone bank equipped with computers set up in a remote studio fielded the calls and then sent them to the main studio where the host of the show, the state treasurer and the head of unclaimed property spoke with the callers.

Since there were no commercial breaks, the directors ran lists of names of people who have unclaimed property in the Springfield and Joplin areas.

"The results were tremendous," said State Treasurer Bob Holden. "Since this was the first time we'd ever done a live call-in television show, we had no idea what kind of response we would get."

One hour after the show was over, the seven phone lines were still ringing. Dan Shelley, the show's host, was amazed. "As host of Ozarks in Perspective, I've covered all kinds of popular and controversial topics, but I have never received this kind of response from a program," said Shelley.

The program featured a show-and-tell segment, during which unclaimed property administrator William Johnson displayed some of the abandoned property found in safe deposit boxes.



Ozarks In Perspective host Dan Shelley, (left), Treasurer Holden (center), and William Johnson, head of Unclaimed Property, field phone calls from curious viewers who were instructed to call the number on the screen.

"We had silver candlesticks, revolvers, stock and bond certificates, jewelry and lots of currency," said Johnson. "But I think our unsolved mystery story was probably the most intriguing."

At one point in the show, Johnson told of discovering \$68,500 in crisp \$100 bills

from the 1920s and 30s, and \$7,000 in war bonds from the 1950s. "The safe came from Farmers Bank, which was recently bought by another bank," said Johnson. "The safe deposit box hadn't been opened since 1959, and we don't know how to reach the owner."

How successful was the show? "More than we could have imagined," said KOZK program director Ray Meyer. "We had an idea unclaimed property would generate a lot of interest, but we were not prepared for the volume of calls that flooded the station that evening."

Treasurer Holden says this is only the first unclaimed property television show. "I hope this show will serve as a model for more live call-in shows in other television markets throughout the state," said Holden. "This is just one of the many new ways my office is marketing the unclaimed property division."

The strategy is already paying off. In 1994, the first year the treasurer's office administered the program, the state of Missouri collected a record \$11 million in unclaimed property and then found the owners to a record \$3 million dollars worth of unclaimed property. 1995 is on another record setting pace.



Phebe Lamar and Joe Daues, State Treasurer's Office staff, check names in the Unclaimed Property database while a public television volunteer takes another call.



ABC's of State Government

The state treasurer is seated in front of a crowd.

The questions are coming from all angles.

Notes are quickly scribbled down. The cameras are rolling.

Sound like a press conference? It's actually a recent visit by Treasurer Holden to the New City School in St. Louis. Two dozen fourth graders studying state government have prepared questions like "Do you like your job?" "Explain the bidding process." and "How much do you make?" The setting is informal, but the purpose is clear . . .



A group of 4th graders from the St. Louis New City School quiz Treasurer Holden about his role in state government.

these kids want answers!

"I've always felt it's important to interact with young people in Missouri as much as possible," said Treasurer Holden. "As these children study the structure of government, they're being

exposed to a whole new world. I consider it an obligation as an elected official to explain my role in the process of government. And hopefully along the way I can interest some of these students in the concept of public service."

Treasurer Holden is a member of the board of directors for Boys and Girls Town of Missouri, he is the dean of the American Legion Boys State and, with his wife Lori, has been an active member of the Save the Children Foundation for 17 years.

FY1995 General Revenue Report

Fiscal Year to Date (July 1 - March 31, 1995)

| | 1995 | 1994 | increase/(decrease) |
|--------------------------|-----------------|-----------------|---------------------|
| Sales and Use Tax | \$1,154,612,780 | \$1,079,727,786 | 6.94% |
| Income Tax - Individual | 1,888,156,414 | 1,690,905,286 | 11.67% |
| Income Tax - Corporation | 235,528,456 | 146,093,099 | 61.22% |
| Inheritance - Estate | 60,778,638 | 41,366,333 | 46.93% |
| Interest | 26,541,308 | 13,733,203 | 92.56% |
| Liquor | 12,023,168 | 12,020,407 | 0.02% |
| Beer | 5,701,120 | 5,638,704 | 1.11% |
| County Foreign Insurance | 106,256,522 | 94,482,113 | 12.46% |
| Corporate Franchise | 22,713,888 | 23,398,962 | (2.93%) |
| Other Collectors | 130,902,042 | 112,597,666 | 16.26% |

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